Colonel Little's
Valley of the Moon
PROGRESS

Vol. I, No. 9 Boyes Hot Springs, Calif. Tues., Mar. 10, 1959

The Ides of March Are Ripe

Feature news story of the week: German women are reported to have gone berserk on the subject of smoking—and they're switching to cigars. Why not? Just maybe they prefer to smoke tobacco—which is barely present in cigarets. They're tired of smoking shredded cabbage, toasted.

The sure way to keep a home going nowadays is by buying a trailer.

VALLEY JEWELERS
On the Hiway Boyes Springs

We aren't going to be your fire commissioner! The commissioners came up with a gimmick. We don't believe any hornswoggling was going on either, as some people have inferred.

A new law passed within the last year requires that candidates for fire commissioner file a notarized application, with 10 signatures, and also a petition asking for an election signed by 5 per cent of the district's voters. That last requirement might be a tough one.

So neither Little nor Polidori having complied with the new law, the election is off, and a commissioner will be appointed by the board of supervisors, acting on recommendation of the fire commissioners.

One loyal supporter of ours suggested that we wouldn't want to drive up Cavedale road in the middle of the night on the way to a fire. He's absolutely right. We wouldn't do it. It was also suggested

we might much better run for school trustees, but again complications would arise. Maybe we'll just scare the livin' daylights out of Carson Mitchell for supervisor—that is if Mel Larson doesn't beat us to it.

HARRY'S WELDING & REPAIR SHOP
18303 Hwy. 12 Boyes
Welding Repairs
Motors a Specialty
Wrought Iron Work

And all the while we were just having fun. Had intended to publish quite a writeup for Tom Polidori in this issue, following later with a little bit about ourselves. Tom's a good man.

Maybe we should settle for an appointive job—one with a high-sounding title and little work. Yeah, that's what we'll do!

TREES CUT OR TRIMMED
Call WE 8-4160

The upper midwest has been battling a belated snowstorm which dumped from 5 to 20 inches of the "beautiful" on much of the ground. And all the while we out here have been basking in some of the most wonderful weather ever.

Oklahoma votes April 7 on possible repeal of its ancient prohibition law, with chances said to be that the thing will be wiped off the statute books. Liquor is freely purchased in the state, but no tax money is collected.

Mississippi would then be the only "dry" state. It has achieved the strange position whereby it prohibits dealing in spirits, but still collects large taxes from the illicit industry.

For a free demonstration ride in a new Pontiac or Cadillac, call WE 8-3097. Free appraisals with no obligation.
IRV WATKINS
Talmadge "Babe" Wood Co.

FOOD CENTER — MEATS
Jim Maher, Your Meatman
Highest Quality, Always
Meats Cut to Order
Fresh Poultry

We've lost one source of good little stories that tend to liven up our pages, but are taking steps. Should soon again be able to deliver a well-rounded periodical of wit and humor combined with pithy comment and some real news.

ROSE CLEANERS
Laundry - Alterations
18045 Sonoma Hwy., Boyes
Phone: WEbster 8-2724
Free Pickup and Delivery
Guy and Rose Bounds, Owners

Nicest thing you could do—for the folks back east—would be Progress for a year. Only $2.

Harry Latham, for eight years in business up in Modoc county, has opened Harry's Welding and Repair shop in the building to the rear of Deluxe Delicatessen at the corner of the highway and Calle Del Monte.

Harry's an expert welder and in addition a skilled worker in wrought iron, building such things as railings, posts, even furnture. He's a real repairman, on just about everything, but he doesn't care for electrical fixin'. He's a whiz on motor repairs.

The Lathams have moved here, living in southeast Sonoma.

ADOBE DRUG
417 First St. W., Sonoma
WE 8-2971 (Ray S. Duer)
Prescription Specialists
Veterinary Supplies

DE LUXE DELICATESSEN
18305 Hiway 12, Boyes
Tea Room in Connection—
Imported Delicacies
Beer, Wine, Dairy Products
Pizzas, Too
Phone your order—WE 8-4865

One of the biggest real estate deals in recent Valley history was the purchase by Mike and Rose Gitti of the Sebastiani court in Sonoma. The property includes motel units, a restaurant, parking facilities, and a business block occupied by several enterprises, the whole deal running well over $100,000.

Engineering the transaction was Greengrass Realty, Boyes Springs. Frank Greengrass and Milt Greger were key figures in the deal.

The Gittis recently discontinued the market business they conducted for many years on the highway near the center of Boyes. Their building is now occupied by Ammann Boutique, women's wear shop.

BROADWAY COCKTAIL LOUNGE
Where Good Friends Meet
Delicious Buffet Lunch
11:30 to 2:30 Daily
536 Broadway WE 8-2905
Jerry Duncan

FRANK'S HARDWARE
Castner Bldg., Boyes
Garden Equipment Appliances
Giftware - Paint - Tools - Glass

The paper used in Progress is of exceptional high quality, but it has certain disadvantages. It's too danged slippery. Recently during a heavy rainstorm, we carried a rather high stack of the completed papers out to the car. They started to slip, and a hundred or so toppled into the muddy water. All available cusswords were brought into play. Some of the papers were salvaged but you can count on it: When this lot of paper is used up there'll be some changes made.

Valley of the Moon
PROGRESS
Published every Tuesday
Box 476, Boyes Hot Springs,
Calif. Phone WEbster 8-5372.
By Mail, $2 per Year
(And we lose money)
Pickup, Free

Several changes in the local business setup are noted. Mr. and Mrs. Merrill Grigsby, formerly of San Jose, have leased the plaza store next to the Boyes postoffice and will open a shoe repair business (maybe shoe retailing too). It will be known as the O.K. Cobbler shop.

The Boyes branch library will soon move to a highway store space in the new Peluffo building on the highway. The present library has been outgrown, and the number of books available will be increased to 4000 from the present 2400. Steady population increase of the Springs area made the library expansion imperative.

HENRY FRANKLIN
Furniture - Rugs - TV
Appliances
Former Hammond Lumber
Yard Main Bldg., Boyes
WEbster 8-3003

'Nother victory for your ordinarily modest editor. Cross filing in California undoubtedly will be abolished by the 1959 state legislature. Nope, we didn't actually do it, but ever since we've been in the state we've consistently hammered away at the silly practice.

Following that there should be another change. The present practice of each party holding pre-primary meetings and endorsing a slate of candidates is outmoded, undemocratic, and it should be abolished entirely. Progress will be right in there fighting.

SEWING MACHINE RENTAL
New modern machines with reverse stitch, $5 per month. Sales and service of new and used machines. Free pickup and delivery.
LI 5-0898

CHEF CARDINI'S
RESTAURANT
Heart of Glen Ellen—In the Jack London Country
No finer food served anywhere. Complete catering service and banquet facilities.

RICHFIELD SERVICE
Bud Delaney, Prop.
Main Corner, Boyes
Finest Service
Gas - Oil - Tires - Batteries

BATES AND EVANS
Funeral Directors
Gail Fehrensen Jr.
Owner and Director
Serving families of all faiths, regardless of financial circumstances, since 1879.
WE 8-2686 691 Bdway, Sonoma

Probably our favorite television emcee (we could include his fresh approach to commercials, too) is Jack Narz, currently having his own program, "Top Dollar." We saw him first in Chatsworth, when he appeared as a plugger for men's wearing apparel sold by a "warehouse" apparel store. He was good then, is better now.

GLEN ELLEN LIQUOR STORE
Slim Wallace, Prop.
Largest Variety of Liquors, Wines, Beer, Accessories in the Valley

L & M DRIVE-IN
On the Hiway, Boyes
Specializing in Quality Hamburgers. Soft Drinks. Milk Shakes.

Our annual prediction on the baseball races in the major leagues: In the American, Detroit and Chicago to fight it out—the Yankees being all through. In the National, we'll take the Giants and/or Pittsburgh—Milwaukee Braves out. See you at the end of the season.

A & B DELICATESSEN
On the Plaza, Boyes
Home-cooked Foods — Roasts, Pies, Salads, Etc. Delicious.
Open 10 a.m. to 11 p.m.—till 12 midnight Saturdays.

LEE STARRETT, MASSEUR
At Bathhouse, Boyes
Zone Therapy - Massages
Slenderizing
Special Low Rates

You undoubtedly know of Gerber baby foods. We met old Dan Gerber once, in Fremont, Mich. He was quite a guy, something like "the real McCoy," one of television's better known curmudgeons. Gerber had a little bean elevator in the upstate Michigan town, operating like most of his contemporaries — buying the farmers' beans, cleaning and sorting them, and selling in 100-pound sacks.

But he had vision. Started canning some of the product, and then began experimenting with various vegetables and fruits, prepared in suitable form for use of infants. The idea worked. Now the Gerber organization is nationwide, has an enormous production and sales staff. Think the elder Gerber is no longer with us, but a son carries on.

SONOMA MISSION INN
Boyes Springs
Magnificent Quarters
Wonderful Meals
Cocktail Bar

SONOMA GOLF & COUNTRY CLUB
Arnold Drive
Serving Breakfasts, Lunches
Best Bet for Banquets

Valley of the Moon Lions club is planning another bus excursion to Stateline, Nev., to be staged early in April. Similar trips have been made regularly, with Stateline or Reno as the destination. The boys and girls have a whale of a time, at small cost (except for one-armed bandit losses), with 50 or more boarding the chartered bus.

BUD'S GARAGE
Cor. Railroad & Cherry Sts.
All Work Guaranteed
Chevron Service Station
Phone WE 8-3971

GREENGRASS REALTY
Hiway 12, Boyes
Fast Action on Your Listings
Complete Real Estate Service
WEbster 8-4731

TV commercials we can stand: Leslie Salt and Drink Tea and See.

Most horrible (partly because of repetition for the last three or four years: A Thinking Man's Smoke, Colgate toothpaste and Anacin.

Revolting: Eleanor Roosevelt plugging a brand of margarine.

BROADWAY EQUIPMENT & GARAGE
Formerly Buck's Garage
Complete Automotive Repair
Air-Cooled Engines
Bicycle Repair and Sales
Hwy 12, Boyes WE 8-3737

Actually the Springs area isn't doing very much to allure visitors to the Valley. We've got the assets, but promotion is almost nonexistent. If those warm springs of ours were somewhere else, you'd see crowds of patrons, big hotels to accommodate the visitors, and something for them to do at night when they've all had their baths and treatments. Actually where do you go for entertainment here after dark? An El Verano spot features old-time dances Saturdays and Sundays, and you can hear some good organ music at another — but that's about all.

We'd like to see much more done in an endeavor to keep our many visitors happy during their stay here. Or must we wait another 10 years or so?

DENNY'S COG CLUB
Sportsmen's Headquarters
Hiway 12, Center of Boyes
Everything in Drinkables

LARSON'S LIQUOR & SPORTING GOODS
Hiway 12, Boyes
Sportsmen's Supplies
Liquors - Wines - Beer

On another tack, here's a few suggestions for the Valley that might be worth considering.

How 'bout a good race track? One where a lengthy meet could be held each year.

There's no real track north of San Francisco, and don't think the race fans wouldn't come up this way by the thousands. Eddie Levitt had the idea some years ago for a track back of the Agua Caliente hotel, but it didn't get anywhere. 'Twould cost some money, but the money is here.

B & L REFRIGERATION
Fetters Springs, Hiway 12
Laundromat, Too
Everything in Refrigeration Service

EL DORADO HOTEL
Plaza, at 1st St. W. & Spain
John Merlo, Prop.
Splendid Cuisine — Italian Foods Featured. Cocktails.

We'd like to see a "consigned" auction around here, with weekly sessions. There's one south of Santa Rosa, but that's a long drive. Anybody with something to sell could bring the articles to the auction, and deducting a small commission, they would be sold. In the San Joaquin valley, such auctions may be found usually at the outskirts of the larger cities, and some not so large. But we're big enough. All this idea needs is a little money and a lot of promotion.

A & B MOVING, HAULING, STORAGE
M. L. Rucker, Owner
Trailer Rentals
18985 Sonoma Hwy. WE 8-4515

LITTLE SWITZERLAND
Riverside Drive, El Verano
Old-time Dancing Saturdays and Sundays
Open Nightly

OUR RESORT
El Verano, Calif.
Home of the Stein Club
Beer on Draft
Best Mixed Drinks

Not through yet! In some states (many of which don't need stored water as much as California, they've found a real boost in farm fish ponds. We understand financial help to construct and maintain such ponds is possible through proper state and federal channels, and they've been lifesavers to many a marginal farmer.

The ponds are accurately located, and when completed are stocked (usually by the state) with catchable fish of several varieties. Fishermen are tickled that they have readily accessible fishing places, with reasonable certainty that they'll catch fish.

Such ponds conserve needed water, add to recreation, are easy to maintain — and why don't we have some in this Valley?

We're about finished with our not-so-wild ideas. In many communities they have what

are called "welcome ladies," who visit every newcomer family, acquaint them with various local stores and services and in general make the newly arrived residents feel they're welcome. The welcomers also create new business for those firms which cooperate in the plan. Such an idea wolud be a "natural" for the Valley of the Moon.

ELECTRONIC DRIVE-IN
736 W. Napa St., Sonoma
TV - Radio - Auto Radios
Al Kraft - Sam Castori
WE 8-4839

THE CHEF
Breakfast - Lunch - Dinner
Open 6 a.m. to 8 p.m.
Across from High School
South Broadway, Sonoma

About five weeks more till income tax deadline. One who realizes the time element the most probably is Ed Reedy, tax consultant, who is busier'n a one-armed paper hanger getting those figures on paper for an ever-growing clientele. See if he can't save you a bit of money on your return.

We own a scrapbook, given us quite a few years ago. It's filled with clippings; also have a big manila envelope filled. Only not a clipping has been dated or pasted in the scrapbook. Been saving such jobs till some rainy Sunday, but such a day doesn't come too often, and if and when it does we have other things to do. Maybe we'll have to wait till we really retire.

Much the same goes for our desk and filing cabinet. They need attention badly, but always it's put off till some better time. Maybe we're just a putter-offer, and will continue to remain so.

THE BEST in Garden Rototilling and Weed Cutting
THOMAS J. NEVILLE
Phone WE 8-3110
23450 Arnold Drive, Sonoma

BANCROFT NURSERY
So. Broadway, Sonoma
Phone WE 8-2902
Flowers for All Occasions
Complete Showing of Easter Lilies, Potted Plants, Etc.
We Deliver

JOHN'S SEWMACHINE SHOP
Sales, Service, Repairs, Parts
18375 Sonoma Hiway 12, Boyes
Phone WE 8-8152

MISSION CHAPEL MORTUARY
Sonoma WE 8-3357
James and Jack Bisso
Home Owned and Operated

Comes the end of the page—and we need a three-liner to fill. **Here 'tis: A year of Progress costs $2. Subscribe for a friend or relative back east!**

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